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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The nine titles deal with the following topics: (1) unobtrusive issues in the agenda-setting role of the press; (2) perceptions and usage of the Caribbean News Agency (CANA) in the third world; (3) the relationship between the structure of the Community News Service (CNS) and the medium's function as a journalism training program; (4) newspaper reading habits of selected southern Illinois high school students; (5) coverage of the women's movement from 1968 through 1977 in six journals of opinion; (6) some components of television station image projected and perceived through local news programs; (7) the extent to which right to privacy in constitutional and tort law is properly conceived as a first amendment, freedom of speech issue; (8) the use of communication apprehension and other sociological variables as a method for journalism career prediction and for development of curriculum and instruction; and (9) the editor as a people manager. (JL)

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Abstracts of the following dissertations are included in this collection:

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UNOBTRUSIVE ISSUES IN THE AGENDA-SETTING ROLE OF THE PRESS

Burke, Charles Edward
THE CARIBBEAN NEWS AGENCY (CANA): PERCEPTIONS AND USAGE OF A REGIONAL NEWS AGENCY IN THE THIRD WORLD

Emerson, Frank E.
THE COMMUNITY NEWS SERVICE: A STRUCTURAL-FUNCTIONAL ANALYSIS AND EVALUATION

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NEWSPAPER READING HABITS OF SELECTED SOUTHERN ILLINOIS HIGH SCHOOL STUDENTS

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OPINION JOURNALS AND THE WOMEN'S MOVEMENT, 1968-1977

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SOME COMPONENTS OF TELEVISION STATION IMAGE PROJECTED AND PERCEIVED THROUGH LOCAL NEWS PROGRAMS: WIVB-TV, WGR-TV, WKBW-TV, BUFFALO, NEW YORK

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PRIVACY AND THE FIRST AMENDMENT: THE DEVELOPMENT AND APPLICATION (TO THE GAY RIGHTS CONTROVERSY) OF AN ORIGINAL MODEL OF PRIVACY

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USING COMMUNICATION APPREHENSION AND OTHER SOCIOLOGICAL VARIABLES AS A METHOD FOR JOURNALISM CAREER PREDICTION AND DEVELOPMENT OF CURRICULUM AND INSTRUCTION

Willis, William James
LEADERSHIP IN THE NEWSROOM: THE EDITOR AS A PEOPLE MANAGER

UNOBTRUSIVE ISSUES IN THE AGENDA-SETTING ROLE OF THE PRESS

Order No. DA8212903

BLOOD, RICHARD WARWICK, PH.D. *Syracuse University*, 1981. 188pp.

The agenda-setting role of the press proposes that what is emphasized by the mass media subsequently becomes what the public regards as important. Recent research has focused on identifying contingent conditions that either enhance or diminish agenda-setting effects. This study examines the concept of issue obtrusiveness, which proposes that the media exert minimal influence in setting the public agenda for issues that are obtrusive for people. For example, most people have experiences with inflation or the cost of living in their daily lives and do not need the media to tell them the Inflation issue is important. The literature on obtrusiveness is reviewed and three issues (Inflation, Recession, Iran hostages) are examined in a two-wave panel study conducted during the 1980 Presidential election. This is the first study to directly measure issue obtrusiveness and abandons previous a priori researcher designations of obtrusive/unobtrusive issues.

The study shows that the Inflation issue is most obtrusive, the Recession issue is less obtrusive, and the Iran hostages issue is unobtrusive. There is considerable between-issue and within-issue obtrusiveness variance for respondents. These findings validate the claim that issue obtrusiveness only has meaning if it is audience-centered.

A transactional model of issue obtrusiveness/media exposure is proposed. The study finds that obtrusiveness increases issue salience and that there is an interaction between obtrusiveness and media exposure. As obtrusiveness decreases (toward less experience with the issue), the relationship between media exposure and salience is strengthened. This suggests that the media set the agenda for issues people consider unobtrusive. Two other contingencies are examined--discussion about the issue and voter's need for orientation. Both increase issue salience. Multiple regression analysis confirms that the obtrusiveness-exposure interaction is a predictor of issue salience. Exploratory stepwise multiple regression analysis suggests that the interaction effects of obtrusiveness, media exposure, discussion and need for orientation may be important predictors of issue salience.

THE CARIBBEAN NEWS AGENCY (CANA): PERCEPTIONS AND USAGE OF A REGIONAL NEWS AGENCY IN THE THIRD WORLD

Order No. DA8213829

BURKE, CHARLES EDWARD, PH.D. *University of Missouri - Columbia*, 1981. 266pp. Supervisor: Dr. Keith P. Sanders

The Caribbean News Agency (CANA), founded in 1976 and based in Barbados, serves about 30 subscribing media, the great majority of which are located in the Eastern or "Commonwealth" Caribbean. This study explores the attitudes of CANA personnel and subscribers toward the performance and goals of the news agency. Usage of CANA's output was measured also, to determine how much and what kinds of news items subscribers chose to use. Q Methodology and Content Analysis techniques were applied.

Factor analysis of Q sort data yielded four "types" among subjects. They were characterized as I, Satisfied Customer; II, Dissatisfied Skeptic; III, Broadcaster-Reformer; and IV, Dedicated Regionalist.

Type I seemed relatively satisfied with CANA's news gathering and editing functions. However, CANA "stringers" represented on Type I generally admitted that they "tend to self-censor their political news, so as not to antagonize leaders. . . ."

Type II respondents, virtually all editors and the most highly-educated group, perceive much need for improvement. They generally agree that the quality of CANA stringers and political news is suspect. Type II agrees with all types on the need for more "human interest" and "feature" stories, while decrying the quality of CANA's writing and editing.

Type III, composed solely of broadcast editors, registers general dissatisfaction with CANA's performance vis-a-vis broadcast subscribers. They overwhelmingly agree that "CANA needs to provide some kind of audio service for its broadcast subscribers."

Despite their push for a more indigenous perspective in the news, Type IV defends the quality and output of CANA reporters. They agree, with all types, that "stringers and correspondents" are (not) paid fairly for their services."

Comparison of regional news usage with results of a previous survey yielded mixed and inconclusive results. The present study did not show that "hard" news items constituted 43 percent of all CANA material used by the daily newspapers. Furthermore, virtually all the news items (95.7 percent) were presented in a "straight" versus "feature" context. News from Jamaica, Barbados, Guyana and Trinidad predominated. Political and economic news commanded the most coverage. There was virtually no mention of health news or race relations.

THE COMMUNITY NEWS SERVICE: A STRUCTURAL-FUNCTIONAL ANALYSIS AND EVALUATION

Order No. DA8210913

EMERSON, FRANK E., PH.D. *New York University*, 1981. 238pp.

The purpose of this study is to investigate the relationship between the structure of the Community News Service (CNS) and the medium's function as a journalism training program.

The media ecological concern of this study is the interaction of the structure of CNS and its journalism training function. Two aspects of CNS therefore, are examined--its operational structure as a daily newswire based in New York's black and Puerto Rican communities and its function as a training resource for minority men and women seeking careers in journalism. The study, therefore, is a structural-functional analysis conceptually derived from media ecology and organizational communications. This analysis permits a media ecological evaluation of the CNS training program in terms of its structure and stated goals and functions. The following research design represents a reasonable attack on this problem.

The study is divided into three parts: Context, Treatment and Evaluation. The context of the study is provided by the solution to Subproblem I: to describe the social ecology out of which CNS emerged. The Treatment part of the study is provided by data from Subproblems II and III: To describe the structure and trace the history of CNS. The Evaluation segment of the study will come from data collected for Subproblems II, and III and IV: to evaluate the effectiveness of the CNS training program in terms of its stated goals and functions.

Standard historical and descriptive research techniques were used to uncover and present the data for the study's Context, Subordinate Problem I, and for Subordinate Problem III which describes the history of CNS. For the structural-functional analysis of CNS, Subordinate Problem II, a custom tool was devised using several media ecology worksheets and teaching aids. This analysis permits a systematic examination of the components and elements of a system's structure that organize human behavior in time and space to achieve purpose. . . . (Author's abstract exceeds stipulated maximum length. Discontinued here with permission of school.) UMI

NEWSPAPER READING HABITS OF SELECTED SOUTHERN ILLINOIS HIGH SCHOOL STUDENTS

Order No. DA8206465

HSIEH, MIN-CHUNG, PH.D. *Southern Illinois University at Carbondale*, 1981. 149pp. Major Professor: Dr. Michael R. Jackson

Purpose of the Study. The purpose of this study was to investigate newspaper reading habits, time spent in reading newspapers and newspaper content preferences of selected high school students in Southern Illinois. The newspapers were geographically classified as big city newspapers, town newspapers, and school newspapers.

Data analysis was to determine whether a statistically significant relationship existed between newspaper reading variables and student demographic factors such as student school grade levels, parents' education, family size, sex, academic grade averages, course work which related to newspaper reading, and news writing or newspaper editing.

Methods. Although this study did proceed from the author's hypotheses, its basic design was descriptive and investigative, based on fact finding. The sample of convenience was employed. The 982 students who participated in this study were selected from eleven high schools from grades 10, 11 and 12. A Chi-square test was used to search for significant occurrences of the elements of newspaper

reading variables and student demographic factors.

Findings. The findings of this study showed that the grade "A" average students preferred to read stories, while other students preferred to skim newspapers section by section.

A large proportion of the grade "A" students and the students with mothers having graduate school education indicated that they spent less time (10 minutes) reading newspapers than the other students or the students with mothers having lower levels of education. However, a small proportion of those "A" students and students with mothers having graduate school education spent more time (at least one hour) reading newspapers.

The excellent students (grade "A" and "B"), and students in the higher grades read more straight news such as international news, Washington news, local news in big city or town newspapers, and read more current news in school newspapers.

They also indicated that they inclined to read editorials, advice columns, opinion or commentary, and feature stories in the three types of newspapers.

The students from families having three children reported that they read more news items. A special note indicated that the girls read more news items than boys.

As to the influence of newspapers on the students, the excellent students reported international news and Washington news were helpful for their learning; while the poor students reported that local news was helpful. On the other hand, the excellent students reported that town newspapers had more influence on their daily lives; while the poor students indicated that none of the newspapers influenced them.

Other data showed that the students who had taken courses in which newspapers had been used as a teaching tool read more newspapers than those who did not take such courses.

Conclusion. Most students were inclined to skim the three types of newspapers and spent 10 minutes in reading those newspapers. The time spent reading newspapers seems to be related to reading ability and content preferences. That means that more time spent reading newspapers would not necessarily indicate more materials read. Whether or not the time spent can be used to determine the amount of material read needs to be confirmed.

The majority of students preferred local news and reported that town newspapers were the most helpful for their learning. They also reported that town newspapers had influenced their daily lives. It would appear that town newspapers played on important role in the young people's education. It also appears that students have much more concern for domestic issues and events of local communities than international affairs.

The parents' education in relation to the children's newspaper reading showed that the fathers' education yielded more significant relationships than the mothers'.

OPINION JOURNALS AND THE WOMEN'S MOVEMENT, 1968-1977

Order No. DA8217932

REYNOLDS, PAULA KAY COZORT, PH.D. *The University of Texas at Austin*, 1982. 180pp. Supervisor: James W. Tankard, Jr.

This dissertation is a study of coverage of the women's movement from 1968 through 1977 in six journals of opinion, *The Atlantic, Commentary, Harper's, The Nation, The New Republic*, and *National Review*. Content analysis of 48,532 square inches of articles, editorials, and letters to the editor concerning the women's movement revealed that the journals behaved in the pattern predicted by conflict theory and Gayle Graham Yates' paradigm of three ideologies that exist within the movement. They devoted most of their space, 43 per cent, to issues and goals of the legalist branch, the most conservative of the ideologies. Separatists, the branch of the movement Yates called more radical than the legalists, received 34 per cent of the space in the journals, and the androgynists, whom Yates named the most radical the three ideologies, were given 23 per cent of the space. The journals also were most positive toward the legalists.

When findings from the years 1968 through 1973 were compared with those from 1974 through 1977 in an effort to trace changes in the journals' coverage of the movement, data revealed that they again followed the pattern predicted by conflict theory by increasing coverage of the legalists and decreasing coverage of the more radical branches.

Factor analysis of language used by the journals provided some validation of the categories used in the content analysis but suggest that whatever the topic of discussion, writers may really be concerned with only a few underlying issues: sex roles, marriage and the family, discriminatory laws, and abortion. Comparison of factors identified in the early period with those from the later period indicates that the journals grew increasingly concerned with the issue of sex roles, a different pattern than that revealed by the traditional content analysis. The conflicting findings suggest that the factor analysis may have tapped a more basic set of concerns than were revealed by the content analysis.

SOME COMPONENTS OF TELEVISION STATION IMAGE PROJECTED AND PERCEIVED THROUGH LOCAL NEWS PROGRAMS: WIVB-TV, WGR-TV, WKBW-TV, BUFFALO, NEW YORK

Order No. DA8214239

SCHIHL, ROBERT JOSEPH, PH.D. *State University of New York at Buffalo*, 1982. 267pp.

As early as 1959, credibility concepts--ethos, source credibility, image--have been applied to the various mass information media. Some of this research has been criticized for investigating the credibility of a news source *across* the mass media instead of *within* a medium. Television ratings data are a measure of audience choice within a medium. In a broadcast market, they measure newscast popularity among network affiliates. Television station and newscast images are controlled and manipulated in the face of ratings competition. In this study, "image" of a television station or newscast is defined as the perception of the station or newscast as held by the audience at a given time developed out of the objective characteristics of the station or newscast as modified by viewers in terms of their past experiences, biases, etc.

This study sought to discover (1) the extent to which the image of three network affiliate 6:00 P.M. newscasts in a market reflects the image of each respective station; (2) what some of the components of the images of the newscasts were; and (3) what were the components of the credibility of a generic image of a station and newscast in the market.

The three television stations and their newscasts both singularly and combined defined the dependent variables for this study. There were three classes of independent variables: principal (the source credibility of the news anchors, weathercasters, and sportscasters, the attitudes toward the set/stage of the newscasts, and the technical dependability of the news telecast), mediating (newscast viewing frequency, station viewing preference for news, and believable news medium), and demographic (occupation, race, sex, age, income, and education).

A pilot study refined semantic differential scale items with starter lists from previously published research to the appropriate and unique topic-situation of this study. Pilot data were factor analyzed and subjected to scale elimination criteria.

Using the refined scales, 324 subjects each rated a randomly selected target station and newscast. Data were collected via telephone interviews from subjects chosen by randomly generated telephone digits for geographic phone exchanges in the target market. . . . (Author's abstract exceeds stipulated maximum length. Discontinued here with permission of school.) UMI

PRIVACY AND THE FIRST AMENDMENT: THE DEVELOPMENT AND APPLICATION (TO THE GAY RIGHTS CONTROVERSY) OF AN ORIGINAL MODEL OF PRIVACY

Order No. DA8226017

SIEGEL, PAUL, PH.D. *Northwestern University*, 1982. 293pp.

The purpose of this dissertation is to discern to what extent the right to privacy in constitutional and tort law is properly conceived as a first amendment, freedom of speech issue.

To accomplish this task, we first examine the two competing schools of thought regarding the nature of privacy as a legal principle. Does it concern "information control" or does it deal rather with "autonomy?"

After a case is made for the inadequacy of each of these traditional schools of thought, an original model of privacy is presented, consisting of Control over Stimulus Input, Control over Stimulus Output, and Control over Self-Regarding Conduct.

Given the model of privacy presented here, freedom of speech and privacy claims are seen to overlap. The specific areas of overlap and of uniqueness are described.

The model of privacy is next applied to gay rights litigation. Not surprisingly, some cases are seen to present privacy issues, some produce free speech claims, and yet others contain elements of both.

A brief concluding chapter serves to summarize the findings of this study and to suggest their implications for the field of communication studies.

USING COMMUNICATION APPREHENSION AND OTHER SOCIOLOGICAL VARIABLES AS A METHOD FOR JOURNALISM CAREER PREDICTION AND DEVELOPMENT OF CURRICULUM AND INSTRUCTION Order No. DA8223483

UTSLER, MAX ROY, PH.D. *University of Missouri - Columbia*, 1981. 140pp. Supervisor: Dr. Arni Dunathan

Studied several sociological and one psychological variable to see if it would be possible to classify and predict which journalism students would choose which major field, which first job, and which job at age fifty. Implications for curriculum development in journalism training programs were discussed.

Four hundred and eighty-nine of nearly eight hundred University of Missouri School of Journalism undergraduates answered the questionnaires. The students provided information including: grade point average, population of hometown, number in high school class, previous journalism experience, number of brothers and sisters, and parent's estimated annual income. The students also filled out a twenty-five item inventory, Personal Report of Communication Apprehension. The instrument measures a person's real or imagined fear of an interpersonal communication situation.

The data were analyzed using Step-Wise Discriminant Analysis. Results showed Previous Journalism Experience the number one factor in all three predictions and classifications: journalism major, first job, and job at age fifty. Communication Apprehension was a factor in choosing major and job at age fifty.

Overall, 39 percent of the students were correctly classified among the five majors. Advertising had the best prediction level at 68 percent. Forty-three percent of the students were correctly classified among the nine categories of first job. Reporter had the best prediction level at 72 percent. Twenty-eight percent were correctly classified in job at age fifty. Non-journalism career had the best prediction level at 66 percent.

Communication Apprehension turned out to be a much weaker factor then originally thought. This was mostly due to the fact that the average Communication Apprehension Score among the journalism students was much lower than the population in general. There was little variance in the scores.

While the study obviously did not identify a specific discriminant formula for predicting journalism student major and job choice, it did provide the framework for future research in this area.

LEADERSHIP IN THE NEWSROOM: THE EDITOR AS A PEOPLE MANAGER Order No. DA8226221

WILLIS, WILLIAM JAMES, PH.D. *University of Missouri - Columbia*, 1982. 284pp. Supervisor: Dr. Won Chang

This dissertation, entitled "Leadership in the Newsroom: The Editor as a People Manager," studies the editor in his managerial role and relates several motivational and leadership studies to that role. Proceeding from a study of the need for newsroom leaders, the dissertation moves to an analysis of the management challenges that journalists present to the editor. Then, recent trends in managing and motivating the so-called "new worker" are studied, as are various leadership styles and their effects. A pivotal point in the dissertation comes with the research instrument defined and explained in Chapter VI. This instrument is a two-part mail survey, sent to reporters and editors at 140 daily newspapers across the country. The first part is an open-stimulus, open-response questionnaire asking for comments pertaining to the satisfying and frustrating aspects of the reporting and editing jobs. The second part is a Supervisory Styles Inventory, created at the University of Chicago by Fred Pearson, and adapted to the newsroom setting by this researcher. This inventory identifies current leadership styles of city editors and also identifies desired leadership styles. From this study comes a discussion of organizational self-renewal in the newsroom, guidelines for a consultative editor, and a concluding chapter that draws parameters around an effective newsroom leader. Addenda include detailed responses from the survey, an informal poll taken of magazine editors on leadership, and a case study of how one daily newspaper involves its staff in decision-making. An appendix provides an annotated bibliography of works discussing motivation, organizational behavior, and leadership.

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